

# THE ECONOMIC & SOCIAL IMPACT OF *DIPPY ON TOUR: A NATURAL HISTORY ADVENTURE* IN DORCHESTER



*“Because of one dinosaur the whole town has aimed a bit higher.”*  
Emily Pulman, *The Posh Partridge*

**This report was commissioned by Dorset County Museum.**

**It is written through the voice of the local community.**

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*All Photographs taken by local photography Len Copland (unless otherwise stated)*  
**[www.lencoplandphotograhya.blogspot.com](http://www.lencoplandphotograhya.blogspot.com)**

## The Economic Impact of Dippy on Tour in Dorchester

Tourism spend is linked to adult visitor numbers, depending on whether they are local, day visitors or visitors staying.

We have accurate details of visitor postcodes for Dippy on Tour visitors who booked via the website. We have used the same demographic formula for Dippy on Tour walk in visitors (**Appendix 1**). The figures below are very conservative as the numbers are of spend by adults only i.e. children and school parties have been excluded. (**Appendix 2**)

We used the latest visitor spend data for Dorset '2016 Volume and Value, the South West Research Co Ltd for Dorset Tourism Partnership' to calculate Dippy on Tour visitor spend.

We are very grateful to Anne Gray and David Walsh, from the Economy & Enterprise Team of Dorset County Council for sharing the latest good practice in economic impact research. Using the Dorset AMORE Economic Impact Tool they have calculated the impact of Dippy on Tour visitor spend in terms of the increased demand for the goods and services of local businesses. This adds to the value of the local economy (Gross Value Added or GVA). (**Appendix 3**)

We would also like to thank DCResearch for sharing the latest good practice on Economic Impact on Museums, based on the AIM Toolkit.

Type of Visitors	Number of Dippy on Tour Visitors(includes children) 10th Feb - 7th May 2018
Website Bookings	94,892
Walk-in Visitors	58,297
School children & groups	8,433
<b>Total Number of visitors</b>	<b>153,189</b>

Table 1. Dippy on Tour Visitor figures

	Proportion Adult Visitors	No. Adult Visitors	Average Spend per Head	Gross Visitor Spend
<b>Local visitors</b>	61.38%	52,484	£17.15	£900,101
<b>Day-Trippers</b>	27.39%	23,421	£33.30	£803,340
<b>Overnight visitors</b>	11.23%	9,598	£57.30	£549,965
<b>Total</b>	100%	85,503		<b>£2,253,406</b>

Table 2. Dippy on Tour Visitor Spend Data

**TOTAL DIPPY ON TOUR VISITOR SPEND WAS £2,253,406**

The impact of this spend is to contribute a total of about £1.1 million in added value to the local economy

## The Impact of Dippy on Tour on Businesses in Dorchester

### Dorchester BID

*“During the school holidays the BID Ambassadors were positioned in the Dorchester carparks to signpost visitors to the museum. There were also BID Ambassadors positioned outside the museum to help direct visitors around town thus extending their visit to Dorchester.”*



### Posh Partridge

*“Dippy on Tour has brought a wide range of new customers to our cafe from outside Dorchester, and this will have a longer term impact with return customers.*

*We’ve had a lot of the Museum volunteers take up our 10% off lunch offer. Many of the volunteers live locally and hadn’t been to our cafe before.”*



### Great Western Camping

*“Dippy on Tour has really increased footfall in Dorchester which has helped improve our sales, especially with new customers.*

*Looking at our figures over the Dippy on Tour period, we’re 20% up on last year.”*



### Munchkins Play Cafe

*“During Dippy on Tour we saw a marked rise in footfall and average spend, and we experienced some of our best trading days ever.*

*We offered a free Play Session at the cafe, which was very well shared on social media.”*



### **Boots the Optician & Hearingcare**

*"We've seen a huge amount of footfall in town which has led to many visitors for us.*

*We have had a 17% growth on sales year on year, and during the time of Dippy on Tour we've had two record breaking weeks!"*



### **Crystals**

*"We ran a special Dino Deal offering half price fossils, and we had our 2 best ever trading months.*

*We have just agreed an advertising deal with Dorset County Museum and we are really excited to see how it develops.*

*It would be fantastic to develop ongoing links between us."*

### **Costa in Dorchester Town & Brewery Square**

*"Dippy on Tour has had a great impact on my business with an increase in footfall and sales (especially in the afternoon)."*

Costa in Dorchester saw an increase in budget of 8.5% and Costa in Brewery Square saw an increase of 7%.



### **Waterstones**

*"We have had an increase in footfall and sales. We have embraced Dippy on Tour completely and ordered a range of dinosaur books especially. We held a dinosaur craft morning and had lots of great conversations with adults and children alike about how great it's been to visit Dippy.*

*We are sad to see Dippy leave as we have loved every minute of her visit."*

## Wagamama

*“Dippy on Tour has showed Dorchester in a really good light.*

*Families ate at our restaurant after visiting Dippy - it was easy to recognise them with the Dippy on Tour hats!”*



## Brewery Square

In keeping with the dinosaur theme, Brewery Square hosted Andy Dina Raps Show over Easter Weekend.

With approximately 8,000 people turning up to see this family friendly show, the restaurants in Brewery Square were incredibly busy.



*Photographs of Jurassic Coast Trust events courtesy of [jurassicphotographic.com](http://jurassicphotographic.com)*

## Dorset County Museum & Brewery Square Partnership

Brewery Square started working with Dorset County Museum months before Dippy on Tour arrived. Brewery Square created life-sized green Diplodocus footprints as a ‘way finder’ from Dorchester South Station to Dorset County Museum (about half a mile walk).

Following on from Dippy on Tour Brewery Square have made a long-term relationship with Dorset County Museum. The first project planned is to host a Pop-Up Museum in September 2018 - the first the museum has ever done!



## Dippy on Tour Flags in Dorchester

With the support of a £5,000 grant from the Dorchester BID, 80 Dippy on Tour flags decorated High West Street.

*“The Dippy on Tour’ green flags have given the town a real sense unity, and showed visitors how proud we are to have Dippy on Tour in Dorchester. The flags have created a real sense of celebration.”*

**Gabriella Crouch**

**Head of Development, Dorset County Museum**  
(photo from the Dorset Echo)

## Impact on Museum Income during Dippy on Tour

*“After the first day we realised that we needed a larger capacity and we changed our policy to allow walk-in visitors who hadn’t booked.”*

*We increased our staff, volunteers, and apprentices and they worked flat out to cover the shop, front desk and cafe. We did our best to accommodate all visitors.”*

**Gemma Hurlstone (Dorset County Museum, Visitor Services Manager)**

Income (ex VAT)	2017	2018	Increase %
Visitor	£20,980	£153,014	729%
Shop	£9,531	£188,152	1,974%
Tea Room	£7,782	£30,847	396%
<b>Total</b>	<b>£38,293</b>	<b>£372,013</b>	<b>971.5%</b>

Table 3. Comparison of Museum Income 10th Feb - 7th May 2017 & 2018

**TOTAL MUSEUM INCOME DURING DIPPY ON TOUR WAS £372,013.  
AN INCREASE OF 971.5%**

### **Gemma Hurlstone**

*“Nothing we had experienced before in the museum shop compared to Dippy on Tour!*

*Our success was due to a combination of higher end products such as the knitted dinosaurs & dinosaur monopoly and the pocket money products.*

*We could not keep up demand, but luckily we had suppliers who could turn around our orders in 24 hrs”.*



*“I work full time as Assistant Manager at Fat Face Dorchester and I jumped at the chance to volunteer in the museum shop during Dippy on Tour.*

*I loved the range of dinosaur gifts the museum stocked (I would walk round with the knitted dinosaurs under my arm.*

*I’m used to working in a busy retail environment (Christmas Eve at Fat Face in insanely busy), and so I’m really glad I could use my experience to help.*

*I loved the atmosphere during Dippy on Tour and I’ve made loads of new friends among the museum staff and volunteers”.*

**Sarah-Jane Otton (Museum Volunteer & Assistant Manager of Dorchester Fat Face)**

## The Economic Impact of Dippy on Tour Volunteers

Number of volunteers who worked on Dippy on Tour	201
Number of volunteer Training Days	4
Number of Dippy on Tour volunteer hours	11,902.5hrs
Number of Dippy on Tour volunteer days @ 7 hours per day	1,700.5 days
Value of volunteer days @£150 per day	£255,075
Number of Dippy on Tour Volunteer management hours	1,705 hrs
Number of Dippy on Tour Volunteer management days @ 7 hrs/day	243.57 days
Value of Dippy on Tour Volunteer management days @ £150 per day	£36,536
<b>TOTAL (volunteers days + volunteer management days)</b>	<b>£291,611</b>

Table 4. The financial value of Dippy on Tour Volunteer Programme

**TOTAL VALUE OF DIPPY ON TOUR VOLUNTEERS IS £291,611**

### **Cathy Breward. (Dippy on Tour Volunteer Co-ordinator & a Volunteer herself!)**

*“When I took on the role the initial suggestion was that we might need up to 40 volunteers, but in the end we recruited and trained over 200!*

*We asked for a minimum commitment of 6 sessions, but many were caught the Dippy on Tour fever and ended up doing vastly more! Many volunteers enjoyed the opportunity to take on different Dippy on Tour volunteer roles.*

*We had a small team of Dippy Duty Officers (volunteers with more museum experience) to take charge each day and make sure things ran smoothly.*

*Managing the Dippy on Tour Volunteer Army has been a full-time job for most of this year. It’s also been a most rewarding role.*

*The volunteers have been professional and friendly and many visitors have commented on this. They have proudly represented Dippy on Tour and Dorchester.*

*There has been a happy ‘festival’ atmosphere, full of excitement and anticipation. I think most volunteers would say that it’s an experience they would never forget.*

*I have certainly enjoyed every last minute of it!”*



### **Chris Pullen**

*“I can’t remember seeing an unhappy face the whole time I volunteered with Dippy on Tour. I met one elderly lady who had come to see Dippy at least half a dozen times and said that she was going to miss him when he moved on. I loved the fact that I was learning every time I volunteered - right until the last shift.”*



**Denise Marsh**

*“I grew up in Carshalton, Surrey, but I have lived in Dorset for 29 years. As a child I regularly visited London’s museums and I always love seeing Dippy. When I discovered he/she was coming to Dorchester, I wanted to get involved. I’ve had a fabulous time volunteering for Dippy on Tour. I met one little girl, who, after I helped take her family photo, through her arms around me and said I had made her day. I am so pleased that the Dippy Experience has given so much joy.”*



**Alix Jones**

*“I already work full time & I’m 7 months pregnant, but I just had to volunteer for Dippy on Tour. As a child I was a bit obsessed with dinosaurs and my mum would take me regularly to the Natural History Museum to see Dippy. I have really enjoyed the experience and the feeling that I was involved in something important to the Dorset County Museum, Dorchester & the Jurassic Coast. I bought a soft toy Dippy for the bump so that she knows she was also there! Hopefully one day I can take her to see Dippy at the NHM.”*

**Joanna Tallant**

*“If I had a £1 for every smile Dippy on Tour has put on a child’s face, I’d be a rich woman! Dippy on Tour has been so exciting. It’s the first time in years that I’ve felt proud of Dorchester. I met one London couple who had always driven through Dorchester on the way to visit their daughter but had never stopped and visited. They said they loved the museum and would be back!”*



## Educational Activities at Dorset County Museum



### **'Dippy in Dorchester' Song**

Written by Hanna Trevorrow for DASP (Dorchester Area Schools Partnership of 17 schools) 'Dippy in Dorchester' was first performed at the Dippy on Tour opening event at Dorset County Museum. From March – April Hannah visited 8 first schools and taught the song to about 1500 children. At the closing event, there were about 250 children involved from the DASP schools in years 1-6.

*"The song was written in a simple blues style in order for it to be catchy and easy to remember. I wanted it to help to add another aspect with which children could engage with Dippy on Tour.*

*I wanted it to include some Dippy-specific facts, so that the children could easily remember them – e.g. that Dippy has 292 bones.*

*I also wanted to include the names of other dinosaurs as I thought this might then inspire further research by the children to find out what these other dinosaurs looked like."*

**Hanna Trevorrow (DASP Music)**

**Thank you to Dorchester Town Council**

*“We suddenly realised when the school’s started arriving at Dorset County Museum, that we just didn’t have the capacity for lunch and toilets.*

*The Corn Exchange (managed by Dorchester Town Council) is right next door to the museum, and after one phone call they jumped in and accommodated our schools during their Dippy on Tour visits.*

*It’s a wonderful example of the town pulling together to make Dippy on Tour work. We’ve since heard that our school children used over 300 of the Town Council’s toilet rolls!”*

**Emma Talbot , Head of Education & Learning**

<b>Type of Educational Visit</b>	<b>No. of schools/ groups</b>	<b>No. Pupils</b>
Delivered/paid for school session	49	4,645
Free, unguided school visits	35	3,000
Other group visits including pre school groups, adult learning groups and special educational needs schools (free, unguided)	41	788
<b>Total</b>	<b>125</b>	<b>8,433</b>

*Figure 5. Number of school children/groups visiting Dippy on Tour*

**Cheselbourne Village School**

*“We are a small rural first school, with 2 teachers and a total of 35 pupils, and to see Dippy on Tour has been amazing.*

*We’ve built so many opportunities around the Dippy on Tour visit & had two weeks devoted to Dippy. We’ve had a local theatre company visit (learning about Mary Anning), we reconstructed Dippy in one of our tiny classrooms (he didn’t quite fit but looked quite comfortable!), we invited the local village community to our pop-up museum where the children transformed the school for a day and we’ll be out and about in the local area, for the summer, visiting other museums and fossil hunting on the coast. All inspired by Dippy’s visit.”*

**Mary See (Acting Headteacher).**



*“Dippy on Tour has attracted a team of volunteers who have a teaching background. Dippy on Tour has got them all fired up with loads of goodwill and enthusiasm - I feel as though the possibilities for educational activities are endless”.*

**Emma Talbot (Head of Education & Learning, Dorset County Museum)**

## Jurassic Coast Trust Partnership



Figure 1. Map to illustrate the Dippy on Tour Events held along the Jurassic Coast

Jurassic Coast Trust ran a varied and creative outreach programme stretching over **95 miles** and reaching over **20,000 people** (Figure 1 shows a map of the different Dippy on Tour events held along the Jurassic Coast. The key describes the different events in themes). They worked with a range of hard-to-reach audiences who may, otherwise, not have engaged with Dippy on Tour. (Appendix 4)

*"Our goal with Dippy on Tour was to extend Dippy's reach across as much of the region as possible, incorporating locations with whom we've not previously worked.*

*We were delighted that our events in places such as Taunton and Salisbury were so popular, and helped to bring the Dippy experience to the people in those communities."*  
**Guy Kerr, Programme Manager for Jurassic Coast Trust**



### Seaton Wetland Centre

*"The replica skull was a real crowd puller for many of our closest partners along the Jurassic Coast. We felt it really added something to people's experience and allowed those smaller centres to be involved with Dippy on Tour in a really tangible way."*

**Guy Kerr**

### **Julia's House Children's Hospice**

Jurassic Coast Trust invited 25 children and their families with a range of health conditions and abilities to a private evening with Dippy on Tour.

*"WOW! Thank you for making our families feel like VIPs when we met Dippy, we had the museum to ourselves and were made to feel really special. They all loved taking selfies, making hats and learning dinosaur facts. We are really looking forward to our next visit when we will be able to sleepover – How exciting!"*

**Maria Carroll from Julia's House**



### **Almost 10,000 Dippy on Tour hats were worn with pride!**

Dippy on Tour hats were created by Jurassic Coast Trust, as a way of engaging children and families with Dippy's visit, and giving them a memorable memento of their trip to the museum or to one of the Dippy on Tour related events.

Many businesses in Dorchester commented that they knew their customers had come from visiting Dippy because of the hats!

### **Bridport Library**

*"We really enjoyed having the replica skull here at Bridport Library and we had lots of interest from adults and children. They really liked how close they could get to the skull and lots of people commented that it was nice to see it at the library as they couldn't get to the museum to see Dippy on Tour. The staff here really enjoyed showing it to the children at Story Time "*

**Claire Leech (Librarian)**



*Photographs of Jurassic Coast Trust events courtesy of [jurassicphotographic.com](http://jurassicphotographic.com)*

## Local Stakeholders

### Dorchester Tourist Information Centre

*“The TIC has been delighted to support Dippy on Tour to the Museum. We fielded many enquiries, saw lots of very excited children and experienced the general excitement and sense of community pride that Dippy on Tour brought with it. I think it has underlined that Dorchester can do this sort of thing really well.”*

**Janet Schofield (Dorchester TIC Manager)**



### Dorchester Town Council

*“Dippy on Tour has been a wonderful boost to Dorchester and has really brought the Community together. I have very much enjoyed being involved in some of the Dippy on Tour events in my capacity as Mayor and I was so pleased to be able to hold my End of Year Celebration event at the Museum with Dippy as a special guest!*

*We hope that more large-scale arts, cultural and community events can take place in the Town now that Dippy on Tour has demonstrated the great impact that these can bring.”*

**Cllr Susie Hosford The Mayor of Dorchester 2017-18**

### West Dorset Council

*“West Dorset District Council is thrilled with the success of Dippy on Tour’s visit to Dorchester. It’s been a fantastic experience for local people and visitors to the town. Since its arrival, the town has been much busier, with many people not only coming to visit the great attraction, but also spending a day in Dorchester eating at local cafes and restaurants and browsing the shops. Hopefully, this event will have attracted new people to engage in cultural activities in Dorset, with long-term benefits for the Dorset County Museum and other attractions in the area.”*

**Cllr Mary Penfold, Portfolio holder for Enabling, West Dorset District Council.**

### Dorset County Council

*“As well as the huge social and cultural impact acquired through family and school visits, the Dippy on Tour exhibition generated immeasurable goodwill in the town and many businesses will have benefited through the promotion and marketing of not just Dippy on Tour but also the associated events.”*

**Cllr Peter Wharf, (Cabinet Member for Workforce at Dorset County Council.)**

### Arts Development Company

*“Dippy on Tour demonstrated the positive economic and social effect on an area that happens when people travel to enjoy a cultural experience. Both residents and visitors spend more money in shops and restaurants, park for longer and use public transport, and visit other attractions. Dorchester and Dorset have many cultural assets, and it is great that we can learn from the Dippy on Tour experience to benefit the future”.*

**Jacky Thorne, (Lead for Tourism & Culture, the Arts Development Agency).**

## Marketing Impact of Dippy on Tour on Dorset County Museum



*Jon Murden being interviewed on Dippy on Tour Launch Day.*

Marketing Campaign highlights include:

- The awareness campaign started in autumn 2017 with ‘ticketing now live’ announcements which resulted in pre-launch tickets sales of 34,000.
- The South West competition to find a young budding enthusiast to place the last bone on Dippy created a lot of attention as the ‘Topping Out Ceremony’.
- The Dippy on Tour Launch event had a live link to BBC breakfast and lunch time news (national) and BBC South.
- Additional broadcasters included Sky News, ITV, BBC Radio 5 Live, Radio BBC Solent, Wessex FM, Heart FM and Breeze FM.
- National print media included Daily Mail, The Guardian, Mirror along with local press support and National Press agencies - Getty Images and the Press Association.
- The Top and Tail ‘Time Lapse’ video (BBC and Press Association) was distributed to the press wires, with BBC Facebook page being viewed over 846,000 times.
- All leading press outlets replicated content online including the Guardian, ITV, Mail Online, BBC online, Dorset Mums, Daily Echo.
- The very successful social media campaign with ‘peer sharing’ by visitors of selfies and videos. Facebook reach of 707,205, with post page likes of 68,615. Instagram followers 949 + 94900%.

Total number of press Clips	401
Total combined Press reach	57,819,388
<b>Total Value of press media</b> (conservative figure as excludes the BBC & other broadcast media)	<b>£1,582,529</b>

*Table 6. The Economic Impact of press media*

**PR & Marketing Campaign was supported by local company Lolly Agency.**

## Legacy of Dippy on Tour on Dorchester

*“Strong communities come from a sense of shared purpose, and Dippy on Tour has left Dorchester with a fantastic sense of community spirit. Businesses, schools, residents and visitors share the special sense of place that Dippy on Tour created, and celebrated the attention that he brought to the town. The community can now capitalise on this new level of involvement with each other, continuing to make Dorchester an attractive and resilient place to live and work.”*

**Rosie Russell, (Lead for Culture & Social Impact, The Arts Development Company)**

*“Dippy on Tour in Dorchester has made people happy.*

*“I previously volunteered as a steward for the Olympics in Weymouth and the overall positive feel and atmosphere of Dippy is similar to the Olympic experience.”*

**Nicolas Heape, Dippy on Tour Volunteer**



*“I’ve grown up in Dorset and I’ve never been to Dorset County Museum. I always meant to take the kids but I’ve never got round to it.*

*We rarely go out as a family due to farming commitments and with 4 children the costs add up. But on a Saturday afternoon we all got in the car and visited Dippy on Tour as a family.. My younger girls went on to be involved with the Dippy song and they loved it.*

*We’re more aware of the museum now and we will definitely go back and support it.”*

**Hazel Hoskin, Maiden Castle Farm.**

*“Dippy on Tour has made us feel more part of the town - it’s broken down barriers. We’ve talked to businesses we’ve never talked to before, even in our own trade. It’s obvious that it’s benefited everyone. Dippy on Tour has moved the goal posts. Because of one dinosaur the whole town has aimed a bit higher. Dippy on Tour has showed the whole town what it’s capable of.”*

**Emily Pulman, The Posh Partridge**





## **Legacy of Dippy on Tour for Dorset County Museum by Director Jon Murden**

*Dippy on Tour: a Natural History Adventure* has been a huge success at Dorset County Museum - record visitor figures, record museum income, a huge PR and media profile, and quantifiable economic and social impact in the local community.

Before Dippy on Tour, Dorset County Museum had been perceived by some as an old-fashioned, fusty, academic institution which was not always an obvious attraction for families to visit. Dippy on Tour has changed this. Dippy on Tour has allowed the Museum to break down these barriers and challenge perceptions of the Museum.

Dippy on Tour has presented the Museum as a welcoming and fun place for all to enjoy and firmly established the museum in the consciousness of the wider general public, business and educational communities - something that is going to be pivotal to the long term success of the museum.

Due to Dippy on Tour, we have been able to develop many new partnerships in the town and we intend to continue and develop this collaborative way of working. Dippy on Tour has given the Museum staff confidence and provided the evidence that what we already do at the Museum is good.

This will have a massive impact as we embark on creating 'Tomorrow's Museum for Dorset'. Tomorrow's Museum for Dorset is a Heritage Lottery Fund supported redevelopment of the Museum which will transform it from an already good Museum into a truly great one.

Dippy on Tour has created a positive culture of embracing change among the staff and volunteers and created a sense of excitement at what this Museum can achieve in the future. There is an enthusiasm, energy and can-do attitude which has spread amongst the the Museum and town.

After Dippy on Tour, nothing will be the same.



*"As people entered the upstairs of the Victorian gallery they invariably said .... 'Oh Wow'."*  
**Nicholas Heape (Volunteer)**

## Appendix 1

### DIPPY ON TOUR DORSET COUNTY MUSEUM VISITOR FIGURES

#### Total Visitor Figure 153,189

- The tables below look in detail at the data collected from the website booking form.
- The number of adult bookings via the website was found to be 59%. This percentage was applied to the drop-in visitors (after school children were removed from the total).
- The postcodes for only the adults who booked via the website were analysed and the same percentages were then applied to the drop-in adult visitors.
- Only adult data was used to calculate visitor spend for Dippy on Tour.

	Website Booking visitors	Drop-In visitors
Adults (59%)	56,050	29,419
children	38,770	20,445
school children		8,433
<b>Total</b>	<b>94,892</b>	<b>58,297</b>

Table 1.

*The breakdown of adult visitor numbers from Dippy on Tour website booking form & drop-in.*

	Adult Website booking	Adult Drop-in visitor
Local Visitors * (61.38%)	34,405	18,079
Day Tripper Visitors ** (27.39%)	15,353	8,068
Overnight Stay Visitors (11.23%)	6,292	3,306

Table 2.

*Based on postcodes analysis, the breakdown of different type of tourist visitor to Dippy on Tour*

Postcode Region	Adult Visitors
DT	20,801
BH	13,604
<b>Total</b>	<b>34,405</b>

*\*Table 3. Local Adult Visitors taken from Website Bookings*

Postcode Region	Adult Visitors
EX	2,379
TA	2,538
BA	3,667
SP	1,983
TQ	704
BS	890
SN	423
SO	2,078
PL	691
<b>Total</b>	<b>15,353</b>

**\*\* Table 4. Day Tripper Adult Visitors taken from the Website Bookings**

Local Community Groups who had special access to Dippy on Tour included:

- People First Dorset,
- Autism Wessex, Dorset Abilities Group,
- Skills Centre in New Milton,
- Stable Family Home Trust,
- Employ my ability,
- Dorset Social Stroke Club and various Adult learning groups.

*“Some of the members of the People First Dorset Friendship Club, and their supporters very much enjoyed their personal tour of the Dippy exhibition on a snowy evening in February.*

*The out of hours ‘private’ visit was welcomed by the members who have a range of learning and physical disabilities.*

*The timing suited those members who were working and the quietness and exclusive nature of the tour made the trip accessible and comfortable.*

*The staff were very welcoming and allowed the members to take their time to look at the exhibit and associated information on display.”*

**Ruth Bettenson, Trustee, People First Dorset Friendship Club.**

## Appendix 2

### Visitor Spend Data

Visitor spend data for Dorset sourced from-“2016 Volume and Value, The South West Research Co Ltd for Dorset Tourism Partnership”.

Local visitors - £17.15 (50% value of Day Trippers)

Day Trippers - £33.30

Overnight visitors - £57.30

Note: The figures below are very conservative as the numbers are of adults only ie not including children. The spend data above is per trip which includes children. School parties are excluded from the calculations ie. assumed to have no spend impact.

<b>Website bookings:</b>	Number	Visitor spend	% of visitors
Local visitors	34,405	£590,046	61%
Day trip visitors from further afield	15,353	£526,608	27%
Staying visitors - assuming 1 night stay	6,292	£360,532	11%
<b>Total</b>	<b>56,050</b>	<b>£1,477,185</b>	

<b>Drop-in:</b>	Number	Visitor spend	% of visitors
Local visitors	18,079	£310,055	61%
Day trip visitors from further afield	8,068	£276,732	27%
Staying visitors - assuming 1 night stay	3,306	£189,434	11%
<b>Total</b>	<b>29,453</b>	<b>£776,221</b>	

<b>Combined:</b>	Number	Visitor spend	% of visitors
Local visitors	52,484	£900,101	61%
Day trip visitors from further afield	23,421	£803,340	27%
Staying visitors - assuming 1 night stay	9,598	£549,965	11%
<b>Total</b>	<b>85,503</b>	<b>£2,253,406</b>	

**DIPPY ON TOUR - DORCHESTER  
ECONOMIC IMPACT ASSESSMENT**

**May 2018**

Anne Gray,  
21<sup>st</sup> May 2018

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# DIPPY ON TOUR - DORCHESTER

## ECONOMIC IMPACT REPORT: MAY 2018

### Introduction

This impact analysis is modelled using the Dorset AMORE Economic Impact Tool<sup>1</sup>. The contents and findings of the report do not necessarily reflect the views of Dorset County Council.

The model is based on a set of economic and social accounts that allows analysis of the structure of and relationships within the economy. Economic impact analysis using this model takes into account not only the direct impact of a change on a particular industry, but also the indirect effects which occur through changes in purchases by that industry from domestic suppliers, and also the induced effects arising from changes in household incomes and consumption expenditures. The sum of these changes results in a net effect across the whole Dorset LEP area economy, (Bournemouth, Dorset and Poole), that can be expressed in terms of change in demand for GVA<sup>2</sup> and full-time equivalent worker numbers, (including the self-employed). The model also provides a sectoral analysis allowing identification of those sectors that are most affected by a particular change or shock to the economy. The model allows for leakage as firms make purchases of goods and services from outside the Dorset economy.

Dippy on Tour came to Dorchester from Saturday 10<sup>th</sup> February to Monday 7<sup>th</sup> May 2018 in the first leg of a nationwide tour. Dippy is normally based at the Natural History Museum in London. During the visit, was a visible impact on the number of families and children in Dorchester, but the money spent by them in the area during the stay will also have had an impact on the local economy.

Entry to the museum to see Dippy was free and a number of supporting events were arranged around Dippy's visit. This assessment is based solely on adult visitor numbers to the museum.

### Assumptions and further information

- Visitor numbers were collected by the museum for visitors who booked online and those who dropped in without booking in advance.
- Based on residence postcodes, booking visitors were grouped as local (the DT and BH postcode areas), day visitors from further afield, and staying visitors who are likely to have spent at least one night in the area (assumed only one night for these estimates).
- Spend data is taken from the 2016 Volume and Value dataset, sourced from The South West Research Co Ltd for the Dorset Tourism Partnership.
- Average day trip visitor spend for Dorset (including Bournemouth & Poole) was £34.3. This spend per head includes children therefore, as only adult visitors are included in the calculations for Dippy, the actual visitor spend is likely to have been higher than shown. These figures are therefore likely to provide a cautious estimate.
- For local day visitors, it has been assumed that the level of spend will be 50% of the average day visitor spend.
- UK staying visitor average spend for Dorset (including Bournemouth & Poole) in 2016 was £57.3.
- All staying visitors were assumed to be UK residents ie no overseas visitors who, on average, would spend at a higher level.
- There is potentially an over-estimate of staying visitor numbers as it is not known how many of those assumed to be staying over were already on holiday in the area, rather than coming to Dorset specifically for the Dippy on Tour exhibition.
- The allocation of drop-in visitors as local, day visitor or UK staying visitor was based on the known proportions of those who booked via the website (61% local day visitors, 27% other day visitors, 11% staying visitors).
- School parties were assumed to have no spend and therefore no economic impact.

The data collected indicate a total of 85,500 adult visitors with total visitor spending in the local economy of £2.25 million.

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<sup>1</sup> Advanced Modelling of Regional Economies 2017 update, designed for Dorset County Council by Dr Stephen Brand

<sup>2</sup> GVA for an industry is its gross output at basic prices, less purchases of goods and services, less net spending taxes (ECON||).

A number of other issues also need to be considered to give a net, rather than a gross, impact.

**a) Deadweight:** would any of the projected outputs occur without the Dippy on Tour exhibition? *The museum was still open for routine paying visitors and analysis of their numbers in February and March<sup>3</sup> indicate that they more than doubled in these months compared to average figures for the previous four years. The latest figures are also likely to be higher than shown as there were additional museum bookings made through Payzone at the same time as booking to visit Dippy – these numbers are not included. No adjustment for deadweight has been made as this impact analysis is already a cautious estimate since only adult visitors are included.*

**b) Displacement:** what proportion of the outputs is accounted for by reduced outputs elsewhere in the area? *There was potential for some displacement from other Dorset museums, particularly The Dinosaur Museum in Dorchester. Whilst actual visitor numbers are not known, there has been no indication of reduced attendance to date. No adjustment for displacement has been made.*

**c) Leakage:** is a proportion of the economic outputs arising likely to leak outside the area?

This may occur, for example,

- when firms outside the area benefit from the impact:
  - *an allowance for geographical leakage outside Dorset is built into the AMORE economic impact analysis model – this may actually be an over-estimate as this assessment is focused more on the 'local' economy rather than solely Dorset, but no further adjustment has been made in order to provide a more cautious assessment;*
- or if commuters live outside the area and may therefore spend a proportion of their income outside the area having an impact there instead:
  - *there was no change in employment at the museum and most of those involved with the Dippy exhibition were volunteers, therefore no adjustment has been made for the impact of leakage through commuting.*

**d) Substitution:** has an affected organisation substituted one activity for another and, for example, redeployed staff from one function to another rather than created new posts? *The substitution effect is not applicable.*

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<sup>3</sup> Dorset County Museum latest data available for adult full price paying visitors

## **FINDINGS**

This assessment of economic impact was assessed through tourism spend as outlined above. The impact of visitor spending is increased demand for the goods and services of local businesses resulting in greater output. This adds to the value of the local economy (Gross Value Added or GVA).

### **Impact on GVA**

The contribution of visitor spend by those coming to the Dippy on Tour exhibition to the local economy is shown in the table below. Visitor spend in the area was around £2.25 million. The impact of this spend is to contribute a total of about £1.1 million in GVA to the local economy (ie after deductions for purchases and adjustments for indirect taxes etc).

The multiplier effect shows that for every £1 million of GVA injected into the Dorset economy arising from spend, £1.57 million of demand is generated within the wider economy (including the initial £1 million).

The table below also shows the intermediary effects that take place within the economy as a result of the initial injection.

*The direct effect consists of the initial change plus the impact on the first round of suppliers. The direct effect therefore would be £0.84 million<sup>4</sup>.*

The indirect effect is that experienced by other local suppliers as they accommodate the change in purchases in other sectors.

The income effect is the change in demand arising through changes in household expenditure on local goods and services. These occur through changes in net employment and self-employment income caused by the changes in demand between local suppliers. Whilst local employers may not have expanded their workforces to deal with increased business during the Dippy on Tour exhibition, they are likely to have made some form of additional compensation to workers for overtime worked etc and this would result in additional household spending.

<b>Initial</b>	<b>Direct suppliers</b>	<b>Indirect suppliers</b>	<b>Income effects</b>	<b>TOTAL (GVA)</b>
<b>£m</b>	<b>£m</b>	<b>£m</b>	<b>£m</b>	<b>£m</b>
<b>0.7</b>	<b>0.1</b>	<b>0.0</b>	<b>0.2</b>	<b>1.1</b>
				Multiplier: 1.57

### **Impact on full time equivalent jobs**

No employment impact has been included as the Dippy tour was a temporary exhibition. It is assumed that most supply chain organisations will have absorbed additional work within their normal workforce. Nevertheless, some temporary employment may have been created in the local area.

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<sup>4</sup> Note: figures may not sum due to rounding.



## Summary of impacts:

Through visitor spending of at least £2.25 million, the Dippy on Tour exhibition is estimated to have contributed at least £1.1 million GVA to the local economy. This is not a permanent impact although, should there be an annual event of similar family appeal, it could have the same effects.

*Looking at the **direct impact** alone, the contribution was £0.84 million GVA.*

In addition, as well as the huge social and cultural impact acquired through family and school visits, the Dippy on Tour exhibition generated immeasurable goodwill in the town and many businesses will have benefited through the promotion and marketing of not just Dippy but also the associated events.

## Acknowledgements

Thanks to the Dorset County Museum for sharing information about their visitor numbers to the Dippy on Tour exhibition.

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21<sup>st</sup> May 2018

## Appendix 4

**Table of Jurassic Coast Trust Dippy on Tour Outreach Programme**

Event Name	Venue	Date	No. of attendees
Dippy Skull Tour	Exmouth Library	17-Jan-18	1,000
Dippy Skull Tour	Seaton Library	22-Jan-18	2,980
Interactive Art Day	Cineworld	03-Feb-18	100
Dippy Skull Tour	Bridport Library	05-Feb-18	1,860
Interactive Art Day	Scrapstore	10-Feb-18	50
Dippy & Scelidosaurus	Charmouth Heritage Coast Centre	11-Feb-18	1,700
Fantastic Fossils and Where to Find Them	Lyme Regis Museum	13-Feb-18	500
Interactive Art Day	Milford Hall	16-Feb-18	20
Dippy Sleepover #1	Dorset County Museum	17-Feb-18	106
Julia's House Evening Tour	Dorset County Museum	19-Feb-18	100
Dippy Skull Tour	Blandford Library	19-Feb-18	1,918
Interactive Art Day	Walford Mill	24-Feb-18	40
Dinosaurs: Fun, Facts & Fantasy	Exmouth Library	28-Feb-18	50
Dippy Sleepover #2	Dorset County Museum	10-Mar-18	80
Interactive Art Day	St Mary's	10-Mar-18	300
Dippy Skull Tour	Swanage Library	10-Mar-18	400
Interactive Art Day	Littleham Primary	17-Mar-18	100
Skull Tour	Sidmouth Museum	17-Mar-18	134
Dippy Skull Tour	Sidmouth Library	19-Mar-18	910
Interactive Art Day	Winterbourne Earls Primary School	24-Mar-18	80
Bat Discovery Day	Beer Quarry Caves	24-Mar-18	497
Fantastic Fossils and Where to Find Them	Lyme Regis Museum	25-Mar-18	500
Interactive Art Day	Trull Church Community Centre	27-Mar-18	150
Dippy Dino Easter	Seaton Jurassic	1-14 April	?
Take a Dip in the Jurassic Seas	The Etches Collection	04-Apr-18	115
Dippy Treasure Hunt	Kingcombe Centre	05-Apr-18	120
Dippy Sleepover #3	Dorset County Museum	07-Apr-18	100
Bike & Bird Safari	Lulworth Cove Visitor Centre	07-Apr-18	200
Dinosaur Footprints Walk	The Square & Compass and Keates Quarry	07-Apr-18	25
Fantastic Fossils and Where to Find Them	Lyme Regis Museum	10-Apr-18	350
Make a Dippy Day	Bridport Museum	11-Apr-18	260

Take a Dip in the Jurassic Seas	The Etches Collection	12-Apr-18	124
Take a Dip in the Jurassic Seas	The Etches Collection	13-Apr-18	150
Dinosaur Footprints Walk	The Square & Compass and Keates Quarry	14-Apr-18	25
Fossil Foolery	Moors Valley Country Park	14-Apr-18	100
Dippy Skull Tour	Lulworth Cove Visitor Centre	16-Apr-18	343
Interactive Art Day	St Katharine's Primary School	21-Apr-18	500
Dip into Arts & Crafts	Dorset Centre for Creative Arts, Dorchester	21-Apr-18	20
Dinosaur Footprints Walk	The Square & Compass and Keates Quarry	21-Apr-18	25
Dippy Skull Tour	Seaton Jurassic	23-Apr-18	394
Dinosaur Footprints Walk	The Square & Compass and Keates Quarry	28-Apr-18	25
Dippy Sleepover #4	Dorset County Museum	28-Apr-18	100
Birds & Dinosaurs	Seaton Wetlands	28-Apr-18	70
Walking With Dinosaurs	Studland Beach	28-Apr-18	50
Dippy Skull Tour	Lyme Regis Library	30-Apr-18	599
Fossil Festival	Marquee	05-May-18	2,000
Jurassic Coast Evening Cruise	Poole Quay	10-May-18	30
Interactive Art Day	Youth Club	12-May-18	60
Dippy Skull Tour	Exmouth Library	17-Jan-18	1,000
Dippy Skull Tour	Seaton Library	22-Jan-18	2,980